

W H C O - 7 H



REMOVABLE LABEL GUIDE

Cat. No. 4550L

Patent No. 1396199

Official No. 02

B.S.

BROADCASTING STATION LICENSE RECORD

WRCO-FM (Ltr. 10-6-58)

(See Card No. 2)

METROPOLITAN

Date first licensed 12-1-47

X RADIO ASHLAND, INC.

OR: 1-3-57 BALH-264

Call letters W A T C - FM

X THE ASHLAND BROADCASTING CO. (Gr. 11-4-53 Eff 11-10-54)

QUARONING VALLEY BROADCASTING CORPORATION (BALH-111; Gr. 10-8-53; EFF: 10-9-54)

X THE ASHLAND PRINTING & BROADCASTING CO. (Gr. 8-20-53 EFF: 7-22-54)

ROBERT M. BEER AND FRED KOEHL, ADMINISTRATOR OF THE ESTATE OF EDGAR KOEHL, DECEASED Gr. 1-22-54

X ROBERT M. BEER AND EDGAR KOEHL d/b as BEER AND KOEHL

Name of licensee

off.

2435 Mansfield Rd., Ashland, Ohio (PH-1-25-82)

Transmitter location 1 mi. S. W. of city limits on Route 42, near Ashland, Ohio.

2435 Mansfield Rd., Ashland, Ohio (PH-1-25-82)

Main studio location 1 mi. S. W. of city limits on Route 42, near Ashland, Ohio.

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Mos. Freq.	E. R. P. Power	Time Div	Period From- To
B2-PH-223	11-21-46	100.7	8.6 kw		
Letter	8-20-46	No. 264 Subject	Comm. approval		of transmitter and antenna details.
B2-PH-223	7-26-46	100.7	8.6 kw	U	By 9-26-46 to 3-26-47
		No. 264			
C.P. for FM broadcast station					
BMPH-235	3-24-47	100.7	8.6 kw.	U	By 9-26-46 To 6-26-47
			Mod. C.P. to change completion date		
Telegram	5-6-47	Relet Attorney.	Authority granted		operate without approved frequency and modulation monitors provided responsibil- ity for maintenance frequency within required tolerance not waived. 60 days
Telegram	5-16-47	Relet Attorney.	No objection commenc-		ing program tests 5-18-47 in accordance with Section 3.217 rules.
Telegram	6-11-47	Relet 9.	Auth. gr. 6-26-47 operate		101.3 mcs. without frequency and modu- lation monitors, other operating condi- tions in acc. with CP requirments. Res- ponsibility for maintenance of center frequency and modulation percentage within required tolerance not waived.
Telegram	6-18-47	Relet Attorney 16.	Program test auth.		extended period ending 7-17-47.
Telegram	6-25-47	Relet Attorney.	Auth. ext. ending		8-26-47 operate 101.3 mcs. & other op- erating conditions in acc. CP. Auth. granted same period operate without fre- quency & modulation monitors. Respon- sibility maintenance frequency & modu- lation within required limits not waive
	6-26-47	101.3 (No. 267)			
		Freq. as consent accord.	Do. 6768		
Telegram	8-15-47	Relet aty.	Auth. ext. 10-		19-47 op. 101.3 & other op. cond. in re CP.
PH-550	8-28-47	101.3	10.2 kw.	U	By 10-20-47 To 4-23-48
			Mod. C.P. change FR., ext of time		

Card #3
B-S

BROADCASTING STATION LICENSE RECORD

Date first licensed Call letters *WNCB*
WATG-FM
ASHLAND BROADCASTING CORPORATION(2-11-65;EFF: 3-1-65) *Ashland, Ohio*
X RADIO ASHLAND, INC. GR:1-3-57 (BALF-266) EFF:
X THE ASHLAND BROADCASTING CO.
X MAHONING VALLEY BROADCASTING CORPORATION
See card # 1
Name of licensee X ROBERT M. BEER AND EDGAR KOEHL d/b as BEER AND KOEHL

Transmitter location See Card #1

Main studio location See Card #1

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Mos. Freq.	ERP Power	Time Div.	Period From- To-
Telegram	10-30-47	auth. ext. period ending 1-29-48 operate	WATG in exact accordance C.P. WPH-550		
DLH-68	12-1-47	101.3 Ch.#267	10.2 kw Ferr: 380'	U	Exp. 12-1-48
		License to cover			
BSH-82	11-22-48	Ext. of license			To 3-1-49
BSH-82	2-25-49	Extension of license			To 6-1-49
BSH-82	5-26-49	Ext. of license			To 9-1-49
BSH-82	8-31-49	Renewal of license			To 12-1-51
Letter	11-17-50	Auth. to waive Sec. 3.205(a) so as to identify station as an Ashland, Ohio station - for period of lic. auth.			
BALH-89	1-22-52	Involuntary Assign. of lic. to Robert M. Beer and Fred Koshl, Admin. of the Est. of Edgar Koshl, Deceased			
BRH-82	11-21-51	Renewal of license			to 10-1-52
BALH-105	8-20-52	Assignment of license to The Ashland Printing & Broadcasting Co. Eff:			
COM. ACTION	9-18-52	ACTION ON RENEWAL APPLICATION DEFERRED PENDING FINAL ACTION.			
BALH-111	10-8-52	Assignment to Mahoning Valley Broadcasting Corporation.			
BALH-111	10-8-52	Superseding authorization to include renewal 10-15-52			
BRH-82	10-15-52	Renewal of license to			10-1-55 L
BALH-146	11-4-53	Vol assign lic to The Ashland Bcg Co.			
BRH-82	9-7-55	Renewal of license to 101.3 mcs. ERP 10.2 kw. Ferr: 380 feet			10-1-58 (L)
BALH-266	1-3-57	Vol assignment of license to RADIO ASHLAND, INC.			
BSH-82	9-24-58	101.3 mcs. 10.2kw. U			10-1 10-1-61
BTC-2895	9-18-58	Vol. transfer of control of licensee corporation from Charles D. Calhoun to Charles D. Calhoun, Lewis C. Roche and Charles Winkler.			
EFF:					

B S 42

BROADCASTING STATION LICENSE RECORD

Date first licensed 12-1-47

Call letters WNCN-FM

Name of licensee

Transmitter location

Main studio location

CONSTRUCTION PERMIT AND LICENSE RECORD

Appl. No.	Date Issued	Freq.	Power	Time Div.	Period From- To-
BRH-82	1-25-62	Renewal of license			1-25 10-1-64
BRH-82	9-14-64	Renewal of License			10-1 10-1-67
BALH-709 Eff: 3-1-65	2-11-65	Voluntary assignment of license to ASHLAND BROADCASTING CORPORATION			
BRH-82	9-1-67	101.3mc	10.2kw	Unl.	10-1 10-1-70
		Renewal of NDEA			
BRH-82(S)	9-30-70	Renewal of License & NDEA			10-1-73
EBSA	5-25-72				
BPH-8017 HAAT: 390'	8-31-72	101.3mc	ERP: 25kw	Unl.	8-31-73
		#267 CP install new trans., chg. transmission line, chg. ERP, HAAT.			
BMPH-13617 (1)	11-1-72	MP(BPH-8017) chg. ant., TPO, ERP: 25kw (H&V), HAAT: 390' (H&V), add condition.			
BRH-82(S)	9-27-73	RENEWAL			10-1-76
BLH-5723(L)	11-19-73	Lic.(BPH-8017, as mod.)		Chgs-	10-1-76
HAAT: 390' (H&V)		101.3mhz.	ERP: 25kw(H&V)		
BRH-82	9-27-73	Renewal of license			10-1-76
BPH-8763	2-7-74	CP chg.	ERP & TPO		2-7-75
		ERP: 50kw H&V			
BLH-6199(L)	6-12-74	Lic.(BPH-8763)-Changes.			10-1-76
HAAT: 390' (H&V)		101.3mhz.,	ERP: 50kw(H&V)		
BRH-82(S)	9-15-76	Renewal of license			10-1-79
COMTEL	11-7-77	TRANS: AEL FM 25KG now installed			
BRH 790601 BH	1-24-80	(S) RENEWAL			10-1-82
BSCA-810427AW	5-28-81	SCA ON 67 KHZ.			

The Ashland Broadcasting Co.

* MAHONING VALLEY BROADCASTING CORPORATION

* ROBERT M. BEER AND FRED KOEHL, ADMINISTRATOR OF THE ESTATE
OF EDGAR KOEHL, DECEASED gr. 1-22-52 off.

Call W A T O - FM

Letters ~~HEM~~

Name * ROBERT M. BEER AND EDGAR KOEHL d/b as BEER AND KOEHL

P.O. - 40-46 East 2nd St. - Ashland, Ohio

Warner Theatre Bldg. Youngstown, Ohio

Application for

Action

Nature

Date

File No.

Dated

Construction permit for new high frequency FM
broadcast stationFrequency: 48,900 Kcs., Coverage: 8,494 Sq. Mi.
Studio and Transmitter: 1 mi. SW of city
limits on Route 42, near Ashland, Ohio

(G.E. GF 103-D Max. 3kw)

Filed by Reed T. Rollo, Att'y.

AMENDMENT: re Comm. letter 9-7-45, letter 10-
5-45 submitting current balance sheet. (Rural)

Program analysis rec'd. 4-1-46

Engineering data rec'd 5-17-46 changing trans-
mitter locationEngineering information re. Comm. letter of
6-20-46 rec'd. 7-24-46 changing type of trans-
mitter and making changes in antenna systemGranted 11-21-45
for Met. type station
Conditional - Type 4
letter mailed 11-23-45Basic Engineering Apvd.
6-13-46Program Analysis Apvd.
6-13-46

C.P. issued 7-26-46

BMPH-235

Recd

Filed

2-7-47

2-24-47

2-24-47

Modification of C.P. (B2-PH-223 which authorizes
new FM broadcast station) to change completion
date from 3-26-47 to 6-26-47.

Filed by E. D. Johnston - Hrry

GRANTED

3-24-47

Frieder #1

58-A-Y

Box 273

APPLICATION RECORD - BROADCASTING

RADIO ASHLAND, INC.

X The Ashland Broadcasting Co.

Call

Letters W A T C - FM

X NAHONING VALLEY BROADCASTING CORPORATION

Name X ROBERT M. BEER AND EDGAR KOEHL, d/b as BEER AND KOEHL

File No.	Dated	Application for	Action	
			Nature	Date
BLH-68 Rec'd Filed	5-14-47 5-16-47 5-16-47	License to cover construction permit (B2-PH-223 as modified) which authorized a new FM broadcast station. Filed by Everett D. Johnston, Attorney	GRANTED (inc. BMPH-550)	12-1-47
AMEND Filed Recd.	11-10-47 11-12-47 11-12-47	AMENDED to specify frequency & ERP. Proof of performance rec'd 12-17-47.		
BMPH-550 Rec'd Filed	7-7-47 7-10-47 7-10-47	Mod. of C. P. (B2-PH-223 as modified) which authorized a new FM broadcast station to change effective radiated power to 10.2 kw. Filed by E. D. Johnston, Attorney <i>change commencement + completion dates to be 60 days from date of grant + 180 days thereafter.</i> PR/ms	GRANTED	8-28-47

Form 94 Card #3 X APPLICATION RECORD - BROADCASTING

OF EDGAR KOEHL, DECEASED 1-22-52 eff. Call

X ROBERT M. BEER AND FRED KOEHL, ADMINISTRATOR OF THE ESTATE Letters WATG - FM

Name X ROBERT M. BEER and EDGAR KOEHL d/b as BEER and KOEHL

X MAHONING VALLEY BROADCASTING CORPORATION X The Ashland Broadcasting Co.

File No.	Dated	Application for	Action	
			Nature	Date
IRH-82 Recd Filed	9-27-48 9-29-48 9-29-48	Renewal of license. Filed by E. D. Johnston, Atty	GRANTED	8-31-48
BRH-82 Recd. Filed	8-31-51 9-4-51 9-4-51	Renewal of license	GRANTED	11-21-51
BALH-89 Rec'd. Filed	1-2-52 1-5-52 1-5-52	Involuntary assignment of license to Robert M. Beer and Fred Koehl, Administrator of the Estate of Edgar Koehl, Deceased. Filed by Reed T. Rollo, Atty.	GRANTED	1-22-52
BRH-82 Rec'd. Filed	6-17-52 6-23-52 6-23-52	Renewal of license SEE AMENDMENT CARD 4	GRANTED	10-15-52
BALH-105 Recd & Filed	6-26-52 7-2-52	Vol. assignment of lic. to The Ashland Printing & Broadcasting Co. Filed by Reed T. Rollo, Atty	GRANTED EFF:	8-20-52 8-22-52



RADIO ASHLAND, INC.

FORM A-170

APPLICATION RECORD - BROADCASTING

FORMERLY FCC FORM 94

THE ASHLAND BROADCASTING CO.

MAHONING VALLEY BROADCASTING CORPORATION

Call

Letters

WATO-FM

Name X. ASHLAND PRINTING & BROADCASTING CO.

File No.	Dated	Application for	Action	
			Nature	Date
BALH-111 Rec'd & Filed 9-5-52	9-3-52	Vol. assignment of license to Mahoning Valley Broadcasting Corporation	GRANTED Eff.	10-8-52 10-19-52
AMENDED RECD. & FILED BRH-82 continued.	9-10-52 9-12-52	Amended to change name from Robert M. Beer & Fred Koehl administrator of the Estate of Edgar Koehl, deceased, to THE ASHLAND PRINTING & B/CG. CO.		
BALH-146 Recd & Filed	10-8-53 10-12-53	Vol. assign. of license to The Ashland Broadcasting Co.	GRANTED Eff.	11-4-53 11-10-53
BRH-82 Recd & filed	6-15-55 7-5-55	Renewal of license Additional info. recd. 8-23-55 re finances.	GRANTED	9-7-55
BALH-266 Recd & filed	11-29-56 11-3-56	Voluntary assignment of license to RADIO ASHLAND, INC. Edward R. McKenna, atty	GRANTED EFF:	1-3-57 1-16-57

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call Letters **WNCN**
WATQ-FMName **RADIO ASHLAND, INC.**

File No.	Dated	Application for	Action	
			Nature	Date
BRH-82 Rec'd Filed	7-7-58 7-10-58 7-10-58	Renewal of license Edward McKenna, Attorney	GRANTED	9-24-58
BTC-2895 Rec'd. Filed	9-8-58 9-10-58 9-10-58	Voluntary transfer of control of licensee corporation from Charles D. Calhoun to Charles D. Calhoun, Lewis C. Roche and Charles Winick. Edward R. McKenna, Atty.	GRANTED EPP:	9-18-58
BRH-52 Rec'd Filed	6-19-61 7-3-61 7-3-61	Renewal of license McKenna & Wilkinson (Robert W. Coll), Attys.	GRANTED	1-25-62

FORM BC-121

AUG. 1955

APPLICATION RECORD - BROADCASTING

Call WNC O-FM
Letters#6
ASHLAND BROADCASTING CORPORATION
* RADIO ASHLAND, INC.

Name

Ashland, Ohio

File No.	Dated	Application for	Action	
			Nature	Date
BALH-645 R. & F.	11-37-63 12-3-63	Voluntary assignment of license to OHIO RADIO, INCORPORATED. Atty- Welch, Mott & Morgan	DISMISSED Req. of assignor	7-8-64
BRH-82 Rec'd Filed	6-23-64 7-6-64 7-6-64	Renewal of license Attys. McKenna & Wilkinson	GRANTED	9-14-64
BALH-709 R & F	8-7-64 8-11-64	Voluntary assignment of license to ASHLAND BROADCASTING CORPORATION Atty for assignor - McKenna & Wilkinson for assignee - R. Lubic, Pittsburgh, Pa	GRANTED Eff: 3-1-65	2-11-65
BRH-82 R & F JUL 18 1967	6-30-67 7-3-67	Renewal of license. Atty: Alk & Lubic	GRANTED	9-8-67

APPLICATION RECORD - BROADCASTING

Call
Letters **WNCO-FM**

Name **ASHLAND BROADCASTING CORPORATION**

ASHLAND, OHIO

File No.	Dated	Application for	Action	
			Nature	Date
BRH-82	6-17-70	RENEWAL OF LICENSE	GRANTED	9-30-70
R & F	6-23-70	Alk and Lubic, Atty		
\$75 #610911	"	AMENDED 8-26-70 re: programming		
PN Recd.	JUN 26 1970			
PRESS				
3-3-71 Annual filing fee \$14.80 deducted from \$75.00 Renewal fee. Credit \$60.20 to 1971.				
BPH-8017	6-26-72	CP to install new trans. (AEL FM-25KD); chg.	GRANTED	8-31-72
Rec'd	6-26-72	transmission line; chg. ERP: 50KW and HAAT:		
Amended	8-10-72	388'.		
Filed	8-10-72			
#086233 \$50	6-26-72			
Code 061	AUG 25 1972	chg. ERP: 25KW and make chgs. in transmission line.		
Press				
AMENDED	8-10-72			

F. C. C. - WASHINGTON, D. C.

APPLICATION RECORD - BROADCASTING

Call
Letters WNCO-FM

Name Ashland Broadcasting Corporation
Ashland, Ohio

File No.	Dated	Application for	Action	
			Nature	Date
BMPH-13,617 R & F #111302 \$50 Code 061 Press OCT 24 1972	9-20-72 9-21-72 9-21-72	MP (BPH-8017) chg. ant. (CCA FMC-HP-5, 5 sects. (H&V); chg. TPO; ERP: 25KW (H&V); HAAT: 388' (H&V). Atty: Robert Bennett Lubic	GRANTED cond'l re: submit (FCC Form 302)	11-1-72
BLH-5723 Rec'd W 14447-\$50 Amended & F PTA PRESS FEB 28 1973	1-12-73 1-16-73 1-16-73-AC-068 2-12-73 2-21-73	Lic.(BPH-8017, as mod.) for changes. new 302 & engr. data Atty: Alk and <u>Lubic</u>	GRANTED	11-19-73
BRH-82 R & F P.N. PRESS JUN 27 1973	6-7-73 6-21-73 6-21-73	Renewal of License Atty.: Robert Bennett Lubic	GRANTED	9-27-73

APPLICATION RECORD - BROADCASTING

101.3mhz

Call
Letters WNCO-FM

Name Ashland Broadcasting Corporation
Ashland, Ohio

File No.	Dated	Application for	Action	
			Nature	Date
BPH-8763 R & F W265053 \$50 Code 057 Press	1-2-73 1-3-73 1-4-74 JAN 22 1974	CP to change TPO and change ERP: SOKW (H&V). Atty: Robert Bennett Lubic(Alk and Lubic)	GRANTED	2-7-74
BLH-6199 R & F W 295763-\$50. PTA PRESS	3-25-74 3-26-74 3-26-74-057 4-8-74 MAY 20 1974	Lic.(BPH-8763)-Changes. Atty: Alk and <u>Lubic</u>	GRANTED	6-12-74
BRH-82 R & F P.N. Press	5-24-76 5-27-76 5-27-76 JUN 24 1976	RENEWAL OF LICENSE Atty: Robert Bennett Lubic (Alk & Lubic)	GRANTED	9-15-76

APPLICATION RECORD - BROADCASTING

101.3mhz

#10

Call
Letters **W N C O - FM**

ASHLAND BROADCASTING CORPORATION

Name

ASHLAND, OHIO

File No.	Dated	Application for	Action	
			Nature	Date
BRH790601BH PRESS	AUG 2 1979	Renewal of License Atty.: James A. Koerner	GRANTED	1-24-80
BSCA810427AW PRESS	(O) MAY 21 1981	Request For Subsidiary Communications Authorization on a Subcarrier Frequency of 67KHz. Atty. Rodney L. Joyce (Kirkland & Ellis)	GRANTED:	5-28-81

APPLICATION RECORD-BROADCASTING

101.3MHz.

Call Letters: W N C O-FM

Name: ASHLAND BROADCASTING CORPORATION

Station Location: ASHLAND, OHIO

File No.	Date	Description	Action and Date
BPH810721AK PRESS (O)	AUG 17 1981	CP to make chgs. in Ant. Sys.; chg. TL & SL to: 2435 Mansfield Rd., Ashland, Ohio; chg. type Ant. (HARRIS FMH-5AC, 5 sects. H&V); incre. HAAT: 500' (H&V) & chg. TPO. MAJOR ENVIRONMENTAL ACTION UNDER SECTION 1.1305 OF THE COMMISSION'S RULES. 40° 50' 25" 82° 21' 18" Atty. James A. Koerner (Baraff, Koerner & Olender)	GRANTED: 1-25-82

About the History Cards ...

History Cards were first used by the Department of Commerce to keep track of applications filed by, and changes to, the earliest AM broadcast stations in the early 1920s. The records were subsequently transferred to the Federal Radio Commission in 1927, and after that to the Federal Communications Commission when that agency was created in 1934. These cards gradually grew into a large card file.

FM History Cards were initiated in the early 1940s, with the authorization of the earliest FM stations in the FM band, then at 42 to 50 MHz. (The band was shifted to its present location, 88 to 108 MHz, in 1946.) History Cards remained in use until the creation of the first computerized database in 1980 to track broadcast applications, the Broadcast Application Processing System (BAPS). However, the Commission did not transfer the data from the History Cards to the new system. Instead, it retained the History Cards in their original form for reference.

In 1999, the Commission moved to a new location (445 12th Street SW), and also at that time created the successor database to BAPS, the Consolidated DataBase System (CDBS). Prior to that move, the History Cards were transferred to microfiche by a contractor (only a few sets of microfiche exist), and the original paper cards were destroyed. The History Cards were stored on the microfiche as negative images, like those you see above.

History Cards contain very brief entries and notes about station facilities, applications, and ownership. They are not, and never were intended to be, a comprehensive record of a station's operations. Nevertheless, they can be useful to help determine, for example, when a station first went on the air and its call letters at that time. History Card comments were generally typed onto the cards, and thus some records will show more faintly or with more smudging than others, depending on the quality of typewriter and ribbon then used. Occasional handwritten comments, corrections, and strikeouts may also be found. Cards may be incomplete, missing, or occasionally out of sequence.

The History Cards are presented here as they were copied to microfiche, to preserve this record for public use, and with the hope that they will be of value to future researchers of radio station history.

